Training Collateral Duty PAOs

MAR 14

CNSP Public Affairs Office

Elements of Mass Appeal

S – Suspense	**Navy Crew Arrives to Assess Pirate Situation**
P – Proximity	**National City Celebrates San Diego Sailors of the Year**
I – Immediacy	**Navy Helicopters Help CALFIRE Fight Wildfires**
C – Conflict	**USS Carney Disrupts Pirate Attack in Gulf of Aden**
E – Emotion	**CPO Selectees Bring Back National Anthem to Little League Sports**
C – Consequence	**USS Mahan Awards 13 Sailors Non-Judicial Punishment**
O – Oddity	**Peleliu Boasts New Mom Among Group of New Dads**
P – Prominence	**SECNAV Visits USS Freedom in Singapore**
P – Progress	**Keel Laid for Future USS John Finn**
S – Sex (Gender)	**First Female Submariners Report to Sub School**

Navy News Basics

- **Inverted Pyramid** style of writing

- 8-12 paragraphs (one or two sentence paragraphs OK)

- Lead – 1st paragraph (who, what, where and when); one sentence, 30 words or less

- Bridge – 2nd paragraph (W.A.I.T.S.); one sentence, 30 words or less

- Information, quotes and paraphrased quotes

- Conclusion – Final paragraph about the ship (history, current ops, etc.) that can be used on several stories.

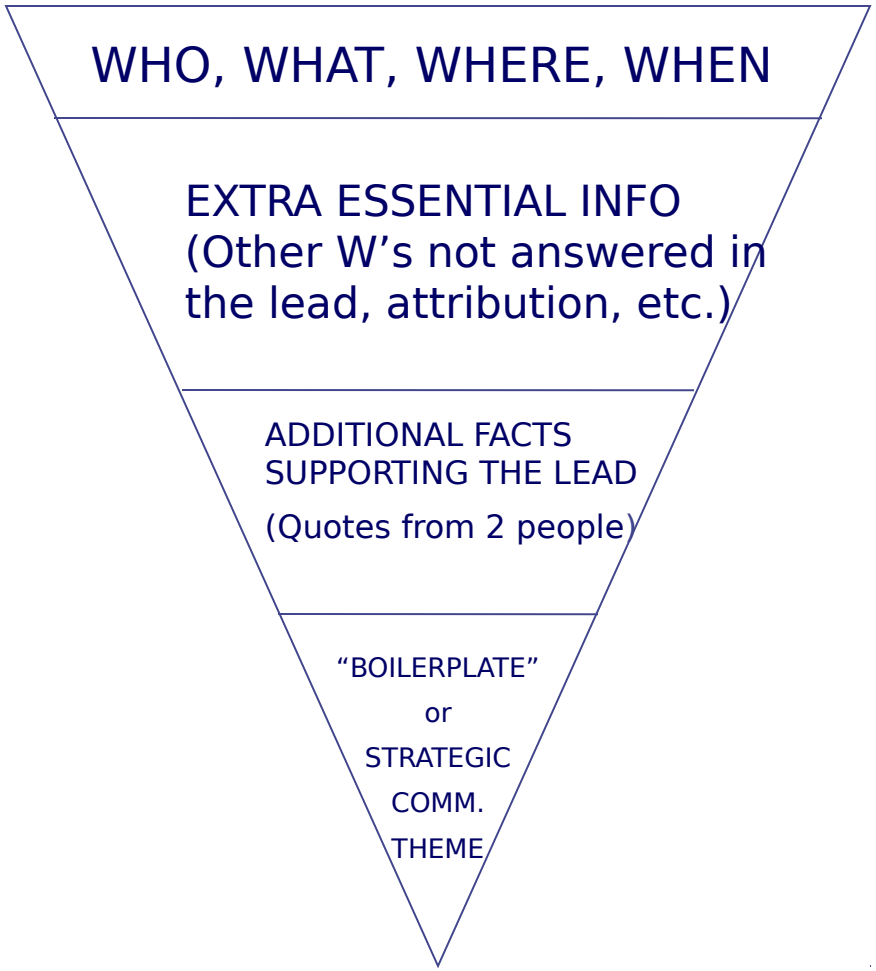
Hard News Inverted Pyramid

Para. #1 - THIS IS YOUR LEAD

Para. #2 - THIS IS YOUR BRIDGE

Para. #3-11 - THIS IS YOUR BODY

Para. #8 or ≤12 - THIS IS YOUR "CONCLUSION"



Never make story less than 8 paragraphs; and usually no more than 12 paragraphs

Paragraph #1 - Lead

Summary Lead – Used 99% of the time in Navy PAO writing

Summary Lead Formula: Who did what, where and when?

"A Sailor from the guided missile destroyer USS Stockdale (DDG 106) was recognized as one of the Navy's top cooks after winning the 2014 Culinary Specialist of the Year competition at Naval Base San Diego, March 14."

One sentence only, approximately 30 words.

Impersonal who lead – identifying the "who" without giving a name.

Impersonal “Who” leads

Impersonal Who– Identifying the “who” without giving a name

Remember the Lead Formula: Who did what, where and when?

SAN DIEGO - A Sailor assigned to the amphibious assault ship USS Makin Island (LHD 8) took first place honors at the 2014 Rock and Roll Marathon in San Diego, March 15.

SAN DIEGO - A surface warfare officer assigned to the guided missile destroyer USS Stockdale (DDG 106) was named recipient of the 2013 U.S. Navy League Excellence in Leadership Award during a ceremony at the U.S. Grant Hotel in San Diego, March 21.

When to use actual name in lead? Only use the MCPON, CNO or higher.

The ship is an inanimate object and is NEVER the who!

Collective “Who” leads

Collective Who– Identifying the “who” as more than one person

Lead Formula: Who did what, where and when?

MIRAMAR, Calif. - The crew of the amphibious assault ship USS Makin Island (LHD 8) took first place honors in the group competition category for the 2014 San Diego Marine Corps Marathon at Marine Corps Air Station Miramar, March 15.

SAN DIEGO - The wardroom of the guided missile destroyer USS Stockdale (DDG 106) was honored by the city of San Diego with a special proclamation for their donation to the city’s youth shelter, March 21.

SAN DIEGO – Members of the Junior Sailor Association (JSA) from the guided missile frigate USS Vandegrift (FFG 48) participated in a volunteer cleanup project at Mission Beach in San Diego, March 21.

Paragraph #2 - Bridge

Second paragraph, one sentence only, approximately 30 words

W.A.I.T.S – Must contain at least one element

W – Other who, what, where, when or why
A – Attribution
I – **Identification**
T – Tie-back
S – Secondary facts

SAN DIEGO - *A Sailor from the guided missile destroyer USS Stockdale (DDG 106) was named the Navy's top cook after winning the 2014 Culinary Specialist of the Year competition at Naval Base San Diego, March 14.*

Culinary Specialist 3rd Class James P. Stafford, a native of Tulsa, Okla., was awarded first place in the competition that featured more than 100 contestants from ships and

Paragraph #2 - Bridge

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SAN DIEGO - *The Carlson's Raiders Riding Club, a command-sponsored motorcycle club consisting of Sailors assigned to the amphibious assault ship USS Makin Island (LHD 8), hosted a motorcycle safety and awareness ride from Naval Base San Diego to neighboring Alpine, Calif., Feb. 1.*

The 63-mile event was the first scheduled ride for the club in 2013 and was organized to help promote the safe operation of motorcycles, supporting the Secretary of the

Paragraph #2 - Bridge

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SAN DIEGO – *The amphibious assault ship USS Makin Island (LHD 8) and the 11th Marine Expeditionary Unit (MEU) were named the recipients of the 2012 Admiral Flatley Memorial Award for aviation safety aboard LHA/LHD class ships, March 22.*

Rear Adm. Kenneth J. Norton, commander, Naval Safety Center, made the official announcement to the fleet via naval message traffic.

Paragraph #2 - Bridge

Second paragraph, one sentence only, approximately 30 words

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W – Other who, what, where, when or why
A – Attribution
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YOKOSUKA, Japan - *A USS George Washington (CVN 73) (GW) Sailor will start classes this fall at Vanderbilt University in Nashville, after being selected for the Seaman to Admiral (STA-21) program, Jan. 12.*

Yeoman Seaman Andrew J. Smith, assigned to GW's Administrative Department, was notified by official naval message that he was one of 50 Sailors selected for the

Paragraphs #3-11 Body

Paragraphs 3-11
Mix of direct quotations and paraphrasing with attribution
Two sources: primary and secondary

"Getting selected for the program has been the highlight of my Naval career," said Smith, a native of McAlester, Okla. "I knew shortly after I joined the Navy that I wanted to become a commissioned officer and this is the first step toward achieving that goal."

Smith said his advice to other Sailors who want to become officers is to work hard, earn their qualifications and let their chain of command know their career intentions as soon as possible to help garner support. Originally interested in the military's intelligence program, Smith said he finally selected the surface Navy community.

"Once my chain of command knew that I was interested in the program, they helped me complete all the necessary paperwork," said Smith, who was selected to become a surface warfare officer (SWO) following graduation. "I can't wait to get to a frigate or destroyer and staring earning my SWO pin."

Paragraphs #3-11 Body

Paragraphs 3-11
Mix of direct quotations and paraphrasing with attribution
Can also include background information
Two sources: primary and secondary

Smith's supervisor said he is very proud of the 23 year-old and all that he has accomplished during his two years on board the ship.

"He is one of my top performers, always gets his work done ahead of schedule and serves as a role model for junior Sailors," said Chief Yeoman (SW/AW) James P. Johnson, Smith's leading chief petty officer. "While GW is losing a dedicated yeoman, the wardroom is gaining a great leader."

STA-21 is a full-time undergraduate education and commissioning program open to enlisted personnel of all paygrades and ratings who meet eligibility requirements. STA-21 is designed for Sailors interested in earning a baccalaureate degree and a commission as a naval officer. Selectees are provided up to a maximum of 36-months of full-time, year-round study to complete a baccalaureate degree.

Participants in the STA-21 program remain on active duty while attending college and benefit from an education voucher valued at up to $10,000 per year to cover tuition, fees and book costs. All selections are conditional upon the selectee remaining fully eligible in all respects, meeting physical qualifications for commissioning as determined by the Bureau of Navy Medicine and assignment by Naval Service Training Command to an approved Naval Reserve Officers Training Corps Unit. Following degree completion, STA-21 participants will be

Paragraphs #8 or ≤12 Body

Paragraph 8 or ≤12
Boilerplate or strategic communication theme

***Can be the same final paragraph(s) on multiple stories.**

The GW is the nation's only forward deployed aircraft carrier and is currently underway in the western Pacific Ocean conducting combat operations efficiency evaluation and advanced cyclic flight operations in preparation for its scheduled summer 2014 deployment.

For more information, visit: www.georgewashington.navy.mil

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Putting it all together

GW Sailor Selected for Seaman-to-Admiral Program

By Mass Communication Specialist John P. Smith, USS George Washington Public Affairs

YOKOSUKA, Japan - *A USS George Washington (CVN 73) (GW) Sailor will start classes this fall at Vanderbilt University in Nashville, after being selected for the Seaman to Admiral (STA-21) program, Jan. 12.*

Yeoman Seaman Andrew J. Smith, assigned to GW's Administrative Department, was notified by official naval message that he was one of 50 Sailors selected for the 2011/12 STA-21 program.

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News Stories

- Elements of News
- Inverted pyramid format
- Don’t reinvent the wheel

- Timeliness is the key:
  - Social Media – Same day/Day after
  - Big Navy – 3 to 4 days
  - CNSP – 7 days (No limit on websites)

Commander Naval Surface Force, U.S. Pacific Fleet

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Cobra Gold 2014

Fifth Fleet

GWCSG 2013

Koa Kai 2014

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VISION FOR THE 2026 SURFACE FLEET

Social Media Directory

TOP STORY

USS Bonhomme Richard

apan - The forward-deployed amphibious assault ship USS
ne Richard (LHD 6) conducted an ammo on-load in preparation for
patrol.

LATEST NEWS

Bonhomme Richard Completes Maintenance Availability
SASEBO, Japan - Sailors assigned to the forward-deployed amphibious assault ship USS Bonhomme Richard (LHD 6) completed a three-month maintenance availability period.

Damage Control Drill aboard USS Shiloh
SEA OF JAPAN - Sailors assigned to USS Shiloh (CG 67) perform damage control procedures during a drill aboard the ship.

USS Denver Departs For Deployment
SASEBO, Japan - Amphibious transport dock ship USS Denver (LPD 9), departed Sasebo, Japan for deployment in 7th Fleet Area of Responsibility.

Multi-ship Exercise Koa Kai Gets Underway Near Hawaii
PEARL HARBOR-HICKAM, Hawaii - Seven Hawaii-homeported surface ships and two San Diego-based surface ships will participate in the integrated maritime exercise Koa Kai 14-1 near Hawaii starting Jan. 24 and continuing through Jan. 31.

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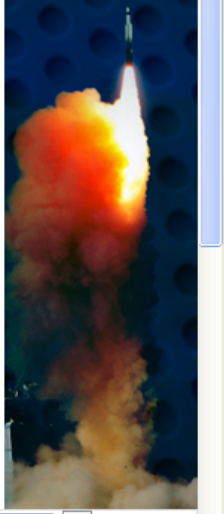

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QUESTIONS / COMMENTS / FEEDBACK

THE END